

Message Text

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PAGE 01 SINGAP 00920 270405Z

14

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
----- 029591

R 270150Z FEB 76
FM AMEMBASSY SINGAPORE
TO SECSTATE WASHDC 4657
INFO USDOC WASHDC

UNCLAS SINGAPORE 0920

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: REVISED FY -77 EVENT SCHEDULE

REF: A. 75 SINGAPORE 5201 B. SINGAPORE 0386 C. STATE 042711.

1. REFTTEL C REFLECTS OIM'S LATEST REVISION SINGAPORE FY -1977
PROMOTIONAL EVENT PROGRAM. EMBASSY NOTES THAT THIS MESSAGE
REFERENCES REFTTEL A, BUT NOT MORE RECENT REFTTEL B (SINGAPORE
FY 1977 CCP RECOMMENDATIONS).

2. CAMPAIGN #3; ENERGY SYSTEMS THEME TO REPLACE FOOD PROCESSING.
EMBASSY NOTES THAT ENERGY AND FLUID TRANSFER SYSTEMS LISTED AS
ALTERNATIVE THEME REFTTEL B. WOULD FLUID TRANSFER SYSTEMS BE
INCLUDED IN THIS EXHIBIT?

3. CAMPAIGN #4: DROPPING OF OIL SUPPORT INDUSTRIES EQUIPMENT
THEME. EITHER ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT
OR LABORATORY INSTRUMENTS WOULD BE ACCEPTABLE ALTERNATIVE THEMES
(AGAIN, PER REFTTEL B). ALL POSSIBLE CONSIDERATION SHOULD ALSO
BE GIVEN TO REINSTATING FOOD PROCESSING EQUIPMENT THEME.
EMBASSY REGARDS THIS AS ONE OF MOST VIABLE THEMES FOR SINGAPORE
MARKET.

4. IF SCHEDULING CONFLICT IS REASON FOR DROPPING FOOD
PROCESSING THEME, PLEASE NOTE THAT PROPOSED SINGAPORE EVENT
WOULD PROBABLY NOT INVOLVE MORE THAN TWELVE EXHIBITIONS, AND
THUS SHOULD NOT SIGNIFICANTLY CONFLICT WITH ANOTHER EVENT
ON THIS THEME ELSEWHERE.

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5. EMBASSY NOTES THAT REFTTEL C LISTS ONLY ONE OFFSITE EVENT AS FIRM. TRADE CENTER OPERATIONAL GUIDELINES AND CCP CALL FOR A LEVEL OF AT LEAST TWO OFFSITES ANNUALLY. EMBASSY URGES THAT SECOND OFFSITE BE CONFIRMED ASAP.

6. IN-STORE PROMOTION. PER REFTTEL B GENERAL COMMENT SECTION, EMBASSY RECOMMENDING THIS EVENT BE DEFERRED UNTIL FY 1978. PLEASE ADVISE.
HOLDRIDGE

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NNN

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